



Case Study: Furness Academy

Project: Marketing & Admissions Strategy

Stickman
has helped over
50 schools
UK & internationally!

1 THE CHALLENGE

A £23m Academy with new, state-of-the-art facilities, yet with negative public perceptions, five different Headteachers in six years, low staff morale, disengaged parents, poor results and in 'special measures'. Our brief was to create a strategy to increase pupil intake from 183 to 190 pupils (+7 pupils).



2 OUR APPROACH

After auditing their admissions process, conducting research with staff & parents, and doing a competitor analysis, we developed an 8-step plan to increase pupil intake. This was based on adopting a central belief across the school, and creating an events strategy to give the local community an insight into what the school offers.



3 THE RESULTS

We hugely exceeded the target:

Overall, this has provided additional revenue to the school of over **£740,000** and a lifetime pupil value of **£3.7m**

- **Dramatic increase in school tours and enquiries:** from 4 tours to 20+ per week
- **79%** of parents said they would put Furness Academy as their child's first choice vs. **59% previously**
- Parents said the school had **"gone from bottom of the list to the top"**
- The School Business Director described the impact as **"transformational"**
- Gone from **'Special Measures' to 'Good', Ofsted**

Stickman continues to work with the school supporting them in aligning their strategy with their evolving direction and needs.



"Thank you for all your help, guidance and advice with regards to the Marketing Strategy. It is a pleasure working with you, you are such professionals. We are absolutely delighted with this result, this has now been four years improvement! Thank you Stickman!"

**Helen Robinson, Vice Principal,
Furness Academy**



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School Marketing Made Simple

We'd love to work with you too!
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